

Correspondence
between

The Tobacco Institute
and the
American Cancer Society

February 27, 1970 / April 29, 1970

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THE WALL STREET JOURNAL

AMA Journal Decides To Withhold Reports On Dogs and Smoking

Controversial Tests Supposedly Caused Cancer; the Magazine Says Articles Need Revision

By a WALL STREET JOURNAL Staff Reporter

CHICAGO — The Journal of the American Medical Association has decided not to publish two previously announced reports on a controversial experiment with dogs that is supposed to link cigarette smoking with lung cancer.

But the magazine, which is probably the most widely read medical journal in the U.S., insists that the articles haven't been rejected outright but simply returned for revision.

The reports have been causing controversy since early May, when the Tobacco Institute, the industry's trade association, announced it was mounting a major attack against the validity of the researchers' findings.

The articles describe the results of a 2½-year experiment on 94 pedigree beagle dogs that was carried out by two eminent scientists. The American Cancer Society has claimed that the experiment was significant in at least two ways: It produced lung cancer as a result of cigarette smoking in a significantly large experimental animal, and it marked the first time that cancer had been induced in laboratory animals by causing them to inhale tobacco smoke.

Dr. Hugh H. Hussey, editor of the medical publication, denied in an interview that the articles had been rejected for publication. "They are not acceptable for publication in their present form," he said. The articles have been returned to their authors he said, for "extensive revision."

The two scientists who carried out the experiment are Dr. E. Cuyler Hammond, a vice president of the American Cancer Society, and Dr. Oscar Auerbach, senior medical investigator for the Veterans Administration Hospital, East Orange, N.J.

In telephone interviews yesterday, both Dr. Hammond and Dr. Auerbach declined to criticize the medical journal for returning their ar-

ticles. "We sent the articles to them in good faith, and we believe the American Medical Association also acts in good faith," said Dr. Auerbach.

Neither Dr. Hussey nor the two researchers would disclose details of the suggested changes. But Dr. Hammond said some of the objections centered on photographs accompanying the text. "There were complaints that the pictures were out of focus. But that's to be expected since the slides originally were in color but had to be printed in black and white (because) the magazine considers color pictures too expensive," he said.

Reviewers Called Fair

Commented Dr. Auerbach: "The reviewers were as fair as they thought they could be. I may not agree with them, but it's all part of the give and take."

When the articles will appear in print is undecided. Dr. Hussey said the journal will reconsider the articles if they are resubmitted with the revisions. Or, he said, the authors may decide to submit them to another publication.

The two researchers said they haven't decided which course they will take.

Dr. Hussey rejected any suggestion of pressure on the magazine either from the tobacco industry or the American Medical Association not to publish the reports. "There was no pressure whatsoever," he said.

Experts Consulted

The decision not to publish the articles, Dr. Hussey said, was made on the basis of reviews by about 12 independent authorities. These included an expert on veterinary medicine pathology, an expert in pulmonary disease and several pathologists. The number of reviewers, he said, was much greater than is usual for an article submitted for publication in the magazine "because of the great amount of publicity involved."

The experiment already has won the approval of the U.S. Surgeon General, who recently said it wasn't necessary to carry out a formal review of the experiment "to establish validity."

The Surgeon General said in a letter to Dr. Auerbach that "if the question at issue is whether human-type lung cancer has been discovered in the lungs of dogs exposed to cigarette smoke, then the answer is yes." This finding, he said, was the view of both Dr. John W. Berg, a pathologist with the National Cancer Institute, and Dr. Raymond Yesner, associate pro-

fessor of pathology at Yale University School of Medicine.

Dr. Auerbach said that the medical journal reviewers didn't dispute the claim that the tumors found in the dogs were of human type. Impact Was Forecast

When the results of the experiment were first reported at a meeting of the American Cancer Society last February, a society spokesman said the experiment "should have a significant impact on the smoking of cigarettes in this country and will probably lead to a reassessment of advertising claims and policies of the cigarette industry."

A few weeks later the Tobacco Institute replied by challenging the Cancer Society to release the unpublished data on lung cancer in dogs for further scrutiny by "men of outstanding competence and integrity."

An institute spokesman said the "Tobacco Institute does not, and the public should not accept at face value the findings of this study"

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Dear Doctor:

The Tobacco Institute has not accepted the statistical association between cigarette smoking and lung cancer as etiologic proof because of the lack of biologic confirmation.

You will recall that in 1964 the Surgeon General's Report acknowledged that there was no experimental evidence that tobacco smoke could produce bronchogenic carcinoma.

The subsequent reports of the Public Health Service specifically questioned whether the typical characteristics of human squamous cell lung cancer had ever been experimentally produced by tobacco smoke in animals.

In February, 1970, the American Cancer Society presented new experimental evidence to news media claiming: "For the first time, scientists have produced lung cancer in a significantly large experimental animal as a result of heavy cigarette smoking."

The Tobacco Institute sought immediately to have this new "evidence" evaluated by independent pathologists and other investigators.

The American Cancer Society, however, refused to show the slides and supporting data to such an impartial group of experts.

Following disclosure of these facts by the Tobacco Institute, *The New York Times* on May 9 published an editorial in which it supported the Institute's position that scientific investigators should have complete freedom to examine the basic evidence. The *Times* characterized as an "error of judgment" the American Cancer Society's stated refusal to submit these findings to a committee chosen by the Tobacco Institute or any other group. It also viewed with disapproval the suggestion made by the Cancer Society, following the Tobacco Institute announcement, that the data be reviewed by the Surgeon General of the United States Public Health Service, since the Public Health Service is already on record as believing that cigarette smoking is dangerous to health.

In the belief that the quality of medical research is a matter of concern to physicians, the Tobacco Institute presents to the medical profession, for its consideration, the Tobacco Institute's recent announcement on this subject, and the complete correspondence between the American Cancer Society and the Tobacco Institute.

The Tobacco Institute
1776 K Street, N.W.
Washington, D.C. 20006

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The Tobacco Institute believes the American public is entitled to complete, authenticated information about cigarette smoking and health.

The American Cancer Society does not seem to agree.

Is the public entitled to complete, authenticated information about research on cigarette smoking and health? The Tobacco Institute thinks it is; the American Cancer Society apparently thinks it is not.

The Tobacco Institute has recently challenged the Cancer Society on a matter of importance to the public—and the public health. The Cancer Society has not accepted this challenge.

On February 5, the Cancer Society called a press conference in the Waldorf-Astoria Hotel in New York City to discuss a research project titled, "The Effects of Cigarette Smoking Upon Dogs." Through the efforts of the Cancer Society, the public was led to believe that this experiment is a landmark achievement which, for the first time, demonstrates that lung cancer, resembling lung cancer in humans, can be produced in animals with cigarette smoke.

The Cancer Society claimed that this result refutes the contention of the tobacco industry that there is no laboratory proof of a connection between cigarette smoking and lung cancer. The Society also said that the findings should have an impact on cigarette smoking and should result in a reassessment of the adver-

tising claims and policies of the tobacco industry.

The Tobacco Institute does not—and the public should not—accept these claims at face value. Here are the reasons:

1. The present accounts of this study are based solely upon information and interpretations provided to the press. The study has not been published in any scientific journal. The findings were not subjected, as such findings normally are, to rigorous independent scientific review.

2. This history of tobacco and health research contains many examples of experiments which were initially hailed as scientific breakthroughs, but on later evaluation proved to be of little significance. Unfortunately, the initial and premature announcement of these experiments makes news, but the later criticism of the work rarely comes to public attention.

3. The Tobacco Institute has requested the Cancer Society, in writing, to permit a thorough independent evaluation of the experiment and its results. We said we would propose as reviewers men of outstanding competence and integrity, with wide experience in areas relevant to the data, who, we believed, would be thoroughly accept-

able to the Society. We also stated that if the Society should, for good reason, reject any scientist we propose, we would nominate a substitute. Finally, we offered to bear all costs needed for this independent analysis.

The Cancer Society has twice rejected this proposal—in letters dated March 12 and April 17.

We continue to hope that the American Cancer Society will permit the examination of this work in the manner we have proposed. If the study is as important as the Cancer Society has represented it to be, the Society should have no hesitation in submitting it for review.

The tobacco industry recognizes and accepts a responsibility to promote the progress of independent scientific research in the field of tobacco and health. In discharging that responsibility, we believe that the industry has spent, and continues to spend, more money for such research than any organization in the United States.

If the Cancer Society continues to deny access to this recent work, we believe this will serve as convincing evidence to the public, lay and scientific, that the data will not support the allegations made at the Society's Waldorf-Astoria conference.

- We will be pleased to send the complete text of all correspondence on this matter between the Cancer Society and The Tobacco Institute to any interested individual or group.

The Tobacco Institute
1776 K Street, N.W., Washington, D.C. 20006

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PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

JOSEPH F. CULLMAN, 3RD
CHAIRMAN OF THE BOARD

February 27, 1970

Mr. William B. Lewis, Chairman of the Board
American Cancer Society
219 East 42nd Street
New York, New York 10017

Dear Mr. Lewis:

On February 5, Drs. Oscar Auerbach and E. Cuyler Hammond presented to the press at a special meeting held in conjunction with the meeting of the American Cancer Society Board of Directors the findings of their study on "The Effects of Cigarette Smoking Upon Dogs." The Society at that time issued a "Backgrounder" press release interpreting the results of the experiment as a significant achievement representing the first time that scientists have produced lung cancer in a large experimental animal as a result of heavy smoking. The Society's release further claimed that these findings should have a significant impact on the smoking of cigarettes and will probably lead to a reassessment of advertising claims and policies of the cigarette industry. The report and these interpretive comments have been given wide publicity.

As you may know, there have been previous studies with cigarette smoke in which the initial report has claimed that lung cancer—resembling lung cancer in humans—was induced in experimental animals. These were proved either wrong or of little significance after the results were subjected to rigorous scientific examination. Other developments in connection with smoking and health have sometimes been announced under impressive auspices—such as a major university—and, after evaluation, have been found to disappoint their sponsors.

Since the American Cancer Society asserts that the present study is of considerable import to smokers, I believe that the industry is entitled to have a full understanding of the nature and significance of the findings as quickly as possible. In the interest of accomplishing this aim, I request that the Society permit a thorough evaluation of the experiment and its results by a panel of independent scientists with wide experience in areas relevant to the data.

I suggest the following procedure: When the American Cancer Society notifies me that they and the investigators have agreed to permit access to the relevant materials and data, I will nominate as reviewers several well known scientists highly qualified in the fields of experimental work, tumor pathology and lung diseases. I believe these scientists will be recognized by the Society and by their colleagues as men of outstanding competence and integrity. If the Society should, for good reason, reject any of the men whose names I offer, I would appoint a substitute. The tobacco industry will, of course, bear all costs in connection with this review.

I look forward to an early favorable response from you so that this work may commence at the earliest possible date.

Yours very truly,

Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.

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AMERICAN CANCER SOCIETY, INC.

219 EAST 42ND STREET • NEW YORK, N.Y. 10017 • (212) 867-3700

WILLIAM B. LEWIS

CHAIRMAN, BOARD OF DIRECTORS

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Mr. Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

March 12, 1970

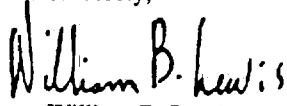
Dear Mr. Cullman:

This will acknowledge receipt of your letter expressing interest in the research work of Doctors Auerbach and Hammond as reported at a special meeting of the American Cancer Society Board on February 5, 1970.

Your appraisal and suggestions are based on a summary which was prepared for the edification of science writers. It is expected that the full report will be published in the very near future. This will show the meticulous work that went into this latest scientific experiment which we believe meets the highest traditions and protocol of scientific investigation.

Over the years and in this latest experiment these scientists have contributed significantly to the knowledge relating to the effects of cigarette smoking on dogs and humans. We suggest a study of their formal papers will satisfy any scientific or other questions regarding their findings without further investigation.

Sincerely,



William B. Lewis

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PHILIP MORRIS

INCORPORATED
100 PARK AVENUE, NEW YORK, N.Y. 10017

JOSEPH F. CULLMAN, 3RD
CHAIRMAN OF THE BOARD

March 20, 1970

Mr. William B. Lewis, Chairman of the Board
American Cancer Society
219 East 42nd Street
New York, New York 10017

Dear Mr. Lewis:

I have your letter of March 12, 1970. I am greatly disappointed that the American Cancer Society has refused to permit the impartial review of the Auerbach-Hammond data which I requested in my letter of February 27. Since the Society has called upon the cigarette industry to reassess its policies in light of the findings, it is only fair and proper for the Society to permit us to have those findings evaluated by independent experts—and immediately.

You will recall that I propose to nominate as reviewers several well-known scientists highly qualified in the fields of experimental work, tumor pathology and lung diseases. They will all be subject to your rejection for good cause.

Your reasons for denying my request, as I understand them from your letter, are that the formal papers will be published in the very near future and that a study of them will satisfy any scientific or other questions regarding the findings. I do not find these reasons for denying my request at all convincing.

First, publication in a scientific journal will not occur until many months after the Waldorf-Astoria press conference of February 5.

Second, the American Cancer Society at that press conference made serious allegations against this industry and its products. The Society said in its press release that the Auerbach-Hammond findings "should have a significant impact on the smoking of cigarettes in this country, and will probably lead to a reassessment of advertising claims and policies of the cigarette industry." These findings have been widely publicized in newspapers and the medical press. How can the Cancer Society say that serious analysis of the work must be delayed until formal publication?

Finally, the published papers cannot satisfy questions about such matters as the proper interpretation of the pathologic material, the allegation that cigarette smoke produced various effects in the dogs, the validity and adequacy of the experimental design and procedure, and in general whether, as you assert, the experiment "meets the highest traditions and protocol of scientific investigation." These matters can only be resolved by examination of the pertinent data and material.

If the Cancer Society does not accede to my request, we plan to use every means at our disposal to see to it that the medical and lay public are made aware of our respective positions in this matter. Furthermore, we intend to continue to press our request for exposure of this experiment to impartial scientific scrutiny by qualified experts in the manner suggested. If the Cancer Society continues to deny access to the work, I believe this will serve as convincing evidence to the public, lay and scientific, that the Auerbach-Hammond data will not support the allegations made at the Society's Waldorf-Astoria conference.

Yours very truly,

Joseph F. Cullman, 3rd,
Chairman of the Executive Committee
The Tobacco Institute, Inc.

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AMERICAN CANCER SOCIETY, INC.

219 EAST 42ND STREET • NEW YORK, N.Y. 10017 • (212) 867-3700

WILLIAM B. LEWIS

CHAIRMAN, BOARD OF DIRECTORS



RESEARCH
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Mr. Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

The Veterans Administration, the American Cancer Society and Doctors Auerbach and Hammond cannot accede to the requests stated in your letter of February 27 and March 20 for an evaluation of the Auerbach-Hammond study on "The Effects of Cigarette Smoking Upon Dogs" by a panel of independent scientists chosen by you.

Your request is without precedent in the scientific community. The study under question was the result of three and a half years of diligent and brilliant work by two eminently qualified scientists whose findings have been validated by distinguished pathologists of worldwide reputation. In addition, other leading pathologists, highly regarded by the scientific community, have visited Dr. Auerbach's laboratory, seen his slides and praised the work.

We do not intend to ask that these two eminent men submit their findings to any selected committee chosen by the Tobacco Institute, or any other group. Their work will be judged in the traditional manner of American science, where findings are presented, discussed, accepted or rejected by scientists and physicians whose only motivation is the truth. Doctors Auerbach and Hammond worked freely and without restraint with funds furnished by the federal government and the American Cancer Society. They are beholden only to the scientific community at large and to the integrity it represents.

If the Tobacco Institute, or any scientific research group, has doubts about the findings of this study, the way it was conducted, or the credentials of the investigators, there is a time-honored and scientifically accepted way to proceed: Let your own or another group of scientists repeat the experiments in a laboratory to prove that smoking dogs will not suffer tissue damage, emphysema and lung cancer. The Auerbach-Hammond methodology is readily available to you. And I presume that in the Council for Tobacco Research you have or can set up the mechanism for conducting such a study.

If you carry out your plan to publicize "our respective positions" to the medical and lay public, you have our permission to use this letter as the position paper of the American Cancer Society.

Sincerely,

William B. Lewis

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PHILIP MORRIS

INCORPORATED
100 PARK AVENUE, NEW YORK, N.Y. 10017

JOSEPH F. CULLMAN, 3RD
CHAIRMAN OF THE BOARD

April 29, 1970

Mr. William B. Lewis, Chairman of the Board
American Cancer Society
219 East 42nd Street
New York, New York 10017

Dear Mr. Lewis:

Your letter of April 17 states that the American Cancer Society is unwilling to permit an impartial review of the Auerbach-Hammond data by "any selected committee chosen by the Tobacco Institute, or any other group."

You say our request "is without precedent in the scientific community." I submit that the Cancer Society's exploitation of this unpublished work for publicity purposes is truly without precedent in the scientific community. Through its use of publicity techniques rather than the usual scientific channels, it is the Cancer Society—not the tobacco industry—which, contrary to the traditions of American science, has projected this study into the arena of public discussion. Furthermore, in the scientific community, expert review panels are often convened to review important questions which depend upon the interpretation of research results.

You claim pathologists have visited Dr. Auerbach's laboratory, seen his slides and praised the work. Why, then, do you refuse to permit an impartial review by distinguished scientists, especially in view of your claim that this work is of great significance to the smoking public and the tobacco industry?

As you say, Doctors Auerbach and Hammond worked with funds furnished by the federal government and the American Cancer Society. Since these are funds derived from public sources, the public is entitled to a full and fair account of the results. The American Cancer Society cannot presume to be the sole custodian and interpreter of the work.

You stated that these scientists "are beholden only to the scientific community at large and to the integrity it represents." But the American Cancer Society, an organization supported by public donations, is certainly also "beholden" to its contributors and to the public at large to provide complete information about the research which it finances, especially in view of the fact that you have released news of the study to the public media. When the Society is questioned about its interpretations of such research, it should feel a responsibility to disclose the data which, it alleges, support its interpretations.

You suggest that the way to resolve any doubts about the study is to have another research organization repeat the work—which you say, was conducted over a period of three and a half years. This suggestion overlooks the fact that the American Cancer Society has called upon the tobacco industry to reassess its policies in light of the present findings. If this is the Society's position, it should not expect or want the cigarette industry to go through three and a half years of research to determine answers which the Cancer Society asserts are available today.

In view of the American Cancer Society's position, we are proceeding to bring this matter to the attention of the public.

Yours very truly,

Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.

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We hope that you have found this material
to be of interest.
Your observations would be most welcome.

Sincerely,



Horace Kornegay
President

The Tobacco Institute
1776 K Street, N.W.
Washington, D.C. 20006

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